

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF TOURISM
MANAGEMENT**

BTOM 111: INTRODUCTION TO TOURISM

STREAMS: (BTOM Y1S1)

TIME:2 HOURS

DAY/DATE: TUESDAY 17/12/2024

2.30 P.M. –4.30 P.M.

Instructions: Answer ALL Questions in Section A

Chose TWO Questions in Section B

Do not write anything on the question paper.

Section A: Compulsory 30 Marks

1. i) Lewa Conservancy, Serena Hotel, and Fly 540 collaborated in a stakeholder's workshop aimed at revitalizing tourism in Kenya following the COVID-19 pandemic. Additional participants included Somak Safaris Tour Company, Futures Travel Agency, Pwani Travel Agency and various tourists. Draw a travel distribution chain representing the level of participants.
(5 Marks)
2. Kazungu and Fadhili are Kenyan citizens who live and work in Germany. They are currently enjoying a one-week vacation in Malindi, Kenya.
 - i) What category of tourists would you classify them in, and why? (3 marks)
 - ii) During their stay in Malindi, they travelled to Lamu and returned to Malindi on the same day. What category of tourists would you classify them in while in Lamu, and why?
(3 marks)
 - iii) State and explain the appropriate classification for all the tourists in Malindi during their stay? **(3 marks).**

BTOM 111

- iv) At the end of their vacation, Kazungu travelled back to Germany with some of his relatives, while Fadhili visited Masai Mara for three days. Explain whether the combination of both Kazungu's relatives travelling to Germany, and Fadhili travelling to Masai Mara, would be categorized as internal tourism, National tourism or International Tourism, and why? **(3 Marks).**
3. Every traveler is not necessarily a tourist, but every tourist is definitely a traveler. Explain using an example. **(3marks)**
4. Three enthusiastic tourism students from Chuka University embarked on an exciting weekend getaway, immersing themselves in the vibrant Kipsigis festival in Kericho. Over the course of three nights, they fully engaged in the local culture, savoring traditional cuisine, participating in the age-old practice of water fetching from the river, and lending a hand in the tea plucking activities. Their thirst for authentic experiences and their eagerness to immerse themselves in the local customs truly set them apart.
- i) Identify and explain their category using Cohen's typology of tourists. (4 marks)
- ii) Identify and explain any three forms of tourism they took part in. **(6Marks)**

Section B: Answer ANY 2 questions 40 Marks

5. Critique the **Review one Economic, One Environmental, One Social And One Cultural Impacts** Of Tourism. **(20 marks)**
6. Using examples, discuss **FIVE** key historical developments that led to the growth of tourism. **(20 marks)**
7. Review **FOUR** theories of travel motivation. **(20 marks)**
-